1. I chose coca cola as the TNC and I will discuss in this PowerPoint how coca cola works, history of coca cola, what is affected on economy and how it is socially affected.
2. Firstly, coca cola is the most famous drink in the world and it is mostly worldwide. Coca cola is most sold in America above 250 bottles per person in a year, and also some countries in Europe including Norway, Germany and Spain. On the other hand in Asia country, except for South Korea, every other country gets less than 50 bottles in a year.
3. Secondly, coca cola was founded in 1887 by Doctor John Pemberton and first few years coca cola was sold in drugstores each 5 cent. Since many people liked it, Asa Candler bought the brand and he started to advertise. Coca cola started to get worldwide in 1894 and in 1920 over 1000 Beverage Company started to product. And now, Coca cola makes over 400 drinks and the main company is in Midtown Atlanta, Georgia.
4. These are some drinks which Coca Cola Company makes.
5. Obviously since Coca cola is the most famous drink company in the world, they earn more and more money every year. Last year, 2010, their revenue was $ 82.3 billion dollar and their cost was $ 24.1 billion dollar and finally their profit was 58.2 billion dollar and now their asset is over $ 523 billion dollar. According to this, Coca cola makes more money than 62 countries in the world.
6. Consequently Coca Cola Company has affected on economy because local shops lose money because people drink coca cola so much. Because the total indirect economic impacts of the Coca-Cola system are great which means it has more than 900 plants around the world.
7. Also it has so much socially impacts because Coca cola makes people fat, unhealthy and as a result of selling many clothes and goods which advertise Coca cola, it breaks balance of social environment.
8. To sum up, Coca cola doesn’t benefit people, because of many consequences including obesity, cultures disrupted, Environmentally unfriendly
9. Thank you.